

# SIERRA MADRE NEWS

VOL. 19, NO. 26

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FRIDAY, MARCH 27, 1925

## South of Central Shows Fine Development but Rustic Effect Is Kept

Until recently, a great many people who located in Sierra Madre in order to get the advantages of altitude, had no consciousness of Sierra Madre below Central avenue. South of Central was an undiscovered country to a large number of comparative old timers. But with the newly improved streets, more and more of the local people are venturing into the realm of the unknown and are finding it well worth the trouble and many of those who had not been in this neighborhood for a few years are wont to exclaim, "My, how California does develop."

Like other parts of Sierra Madre, the part south of Central avenue has been developing lately and the development is of the nature that should be the pride of all Sierra Madre. Formerly it was known as a district of short, unimproved streets, with possibilities but as yet not developed with the exception of Sierra Madre and Baldwin avenues, which seemed to cross rather than form part of the district. Within the last few months new homes have sprung up almost every part of the south side and unlike many places in Southern California, the builders have in most instances been able to take off that glaring newness which often keeps a new section from blending into the general setting until wind and rain have had time to do their work.

### Homes of Comfort

The character of the south side of Sierra Madre is rustic. There are more live oak trees here than in any other section of the town and lawns are often replaced by vines and shrubs to very good effect. Pergolas and rustic benches are to be found on every hand and it is a rare home which does not have at least one blooming vine over the front of the house. There is only one word which can approach an adequate description of this neighborhood. It is not grandeur, smartness or spectacular—it is comfortable. This effect the people of the south side have been able to develop and the new additions to the community have in no way detracted from the general effect.

A few months ago a noted motion picture director in Hollywood needed a typical New England setting for a picture which has since become well known. Without hesitation his men who look after locations came to Sierra Madre and made a tour of the streets on the south side of town and when they arrived at the home of Fred Hooker Jones, on West Live Oak, they stopped for their search was at an end. There was the rose garden, the velvety lawn, the stately old trees and the pretty home all as if made to order. This was not a new find for the picture men, for it is generally known in Hollywood, if not in Sierra Madre, that the south side contains a number of typically New England settings.

### Much New Paving

The shady oaks, the comfortable homes, and inviting gardens, however, have not spoiled the people of this neighborhood for they have not been behind the rest of the town in taking advantage of street improvements. Within the last few months South Mountain Trail has been paved, as have South Baldwin, South Hermosa, Bonita, Manzanita and Ramona.

One by one petitions are being filed and it looks as though almost all of the streets in this locality will

be improved almost as soon as the work can be done. Just now there is a petition on file with the city clerk asking for the improvement of Esperanza, which is a block south of Central avenue, between Baldwin and Hermosa. When this petition was checked by the city engineer it was found that due to the death of one of the signers there was not a majority of the property owners on the petition, but it is believed that it will only be a matter of detail to replace that name with another. The petition called for sidewalks, curb, gutter and paving which will make it one of the best improved streets in that section of town.

Those who live on Live Oak believe that in the comparatively near future, that street will be one of the most important in town or in this part of the valley for that matter. It now extends from Double Drive in Arcadia to Sierra Madre avenue. This is a distance of two and one-quarter miles, which is as long as any other cross street in the city. They also point out that when the Hastings ranch is opened for development it will be logical for Villa street, Pasadena, to be extended to connect with Live Oak. This will probably be the only direct route between Sierra Madre and Pasadena.

Those who have not explored the neighborhood south of Central avenue for some time will find it well worth the trouble, either walking or by motor car, though there are so many things which should be inspected closely that walking would perhaps be the better way.

## To Organize Local Unit Of Fighters

That every means to prevent a recurrence of the big forest fires of last summer will be used seems to be the ambition of M. H. Davis, forest ranger for this district, and A. M. Udell, local director of the Angelus Protective association. An active program of education has already been started and an emergency organization is being formed which will act both as a prevention and a suppression unit during the danger season.

Mr. Davis and Mr. Udell have organized a class in forestry in connection with the Sierra Madre schools and two classes have already been given. The class is made up of all the children in school from the sixth grade up. The first lesson was a talk given by Harry James of the Western Rangers, who talked to the pupils on the subject of conservation and fire prevention. Yesterday afternoon the class was taken on a tour of the local water system and the working parts were carefully explained to them and the connection between the mountains to the north and the water supply was pointed out. Miss Elizabeth Steinberger, principal of the school, is giving one period a week to this work in order that the children may become thoroughly familiar with the needs of fire prevention.

### Local Supplies Listed

The heads of the local protective unit have made an inspection of the local business houses and have compiled a list of the equipment commonly used in fire fighting which is carried in stock, so that should a fire break out, the work of getting supplies would be much more efficiently handled than last year. The local stores carry enough equipment in stock for emergencies and their stocks will be used to supply the first detail of fighters so that there will be no delay caused by waiting for equipment from the city. It is often necessary to provide equipment on Sunday or in the night when stores are closed and the local supply will be available for this purpose.

### Leaders Are Enrolled

Director Udell is also completing his fire fighting unit so that in case of a blaze he will be able to throw a well organized force into the field. The unit consists of cooks, time keepers, packers, scouts, foremen and workers. It is considered that the local men are more useful as leaders and special duty men than in the work of cutting brush and making breaks. It is easy to draft workers, Mr. Udell says, but it is extremely hard to find men who are trained in the various jobs where some experience is necessary and the men who are in touch with the forest situation at all times and are more or less acquainted with the country over which the fire is likely to travel.

Sierra Madre should be especially interested in fire prevention this year, Mr. Davis says, because the water shed which supplies the water for this city is one of a very few in the Sierra Madre mountains which has not been burned over in recent years and consequently fire prevention is more important to the local community this year than to communities that have had their watersheds destroyed and are in no immediate danger of another fire.

The last of the week Mrs. Rose Schutz and her grand daughter, Doris, expect to return to Pittsburgh. Mrs. Schutz came out to be with her daughter, and was with Mrs. Heasley several months before her death in February.

If the local patrons of the school

## RELIEF FUND

The relief fund started by the News office last week has exceeded all expectations. With no solicitation whatever except the notice which appeared in the News last week, \$128.00 has been received. Of this amount, \$100.00 in the form of cashier's checks has been mailed to the relief headquarters at St. Louis and \$28.00 is still on hand and will be forwarded immediately.

It is interesting to note that the donations ranged from one to ten dollars and that in most cases the donors left explicit instructions that their names should not be printed. In other cases the same instructions were implied, hence the list is not published. In previous emergencies the Sierra Madre contributions have largely been given through an outside organization and the local community received no credit for them. Subscriptions are still being taken at the office and all contributions will be forwarded to headquarters in the manner above mentioned.

## Big Vote Is Expected at Polls Today

The election of a school trustee, which is taking place today, seems likely to call forth a larger vote than has been common at similar elections in the past. There is one office to be filled this year and two candidates. Both candidates' names appear on the ballot. E. A. Calvert, who was reported to have been a candidate, has authorized the statement that he is not in the field. The candidates are Richard S. Jensen, the present incumbent, and William J. Colligan.

The polling place for the entire city is the kindergarten building on the school grounds. The principal, Miss Elizabeth Steinberger, has made provision for the use of the larger of the two kindergarten rooms so that little delay in voting is being experienced. A large number of citizens have donated the use of their cars and are bringing voters, who have no means of transportation, to the polls. It is impossible to say at press time which candidate is likely to come out victorious, but from all indications the vote will be large on both sides.

## Big Dollar Day Sale at Sadler's

J. F. Sadler and Company is staging one of its big dollar day sales this week, a more detailed account of which may be had by reading the advertisement on another page. For one day only, Monday, March 30, Mr. Sadler is offering a long list of rare bargains which are designed to make people wonder just why people trade out of town, any way, and at the same time stop wondering why so many people are finding Sierra Madre a convenient, economical and otherwise satisfactory place in which to do their buying. Mr. Sadler had a large stock of dry goods, notions, and men's furnishings from which the bargains are being offered for Monday are being selected.

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## Chamber Directors Vote To Ask Supervisors to Condemn Pasadena Road

Condemnation proceedings against a right of way across the Hastings ranch for a road joining Central avenue, Sierra Madre and Paloma street, Pasadena, will be started at once if the plans of the Sierra Madre chamber of commerce materialize. At a special meeting of the board of directors Tuesday night it was decided that it was not advisable to negotiate further with Charles Hastings, owner of the ranch, and a committee to proceed with the necessary work of having the county condemn the right of way should be appointed. J. N. Hawks was made chairman of the committee and other names will be added as soon as the organization is perfected.

The local organization has the assurance of the Pasadena chamber of commerce and a number of men prominent in public affairs in the neighboring city that they will cooperate in every way possible in forming the direct connection between the two cities. It is the plan of the committee to ask that Pasadena chamber of commerce road committee form with them into a joint committee for the purpose of completing the project as soon as possible.

### Vital Road Connections

The extension as planned will leave Sierra Madre at Sierra Madre and Central avenues and follow the Pacific Electric car line to Paloma street in Pasadena, which is a short distance south of the first curve in the track. From this point to Lamanda Park the county owns a right of way and it is believed that improvement to Colorado will be done at once. This will make a complete road along the Pacific Electric track from Los Angeles to Sierra Madre. An effort will also be made to widen and improve Paloma street so that there will be an excellent road directly into Pasadena from Sierra Madre.

The chamber of commerce has been trying to negotiate with Mr. Hastings for a number of years but so far has never been able to get what the chamber considers a reasonable proposition from him. At each meeting with the committee, it is said, another restriction would be put into the agreement until the road would have been of no practical use to the city. He objected to having any road whatever on the north side of the track and a great many restrictions were placed on the road which was to be built on the south side. Included in the restrictions was a prohibition against the erection of any telephone or electric light poles on the right of way. He also objected to having the approach graded so that vehicles could reach Central avenue conveniently.

It was suggested that the committee see Mr. Hastings once more and give him an opportunity to adjust his requirements but after some discussion it was decided that it would only mean delay and the road was needed and that no more delays should take place. It was the opinion of many of the directors that a road on only one side of the track would be of little use, and at the same time stop wondering why so many people are finding Sierra Madre a convenient, economical and otherwise satisfactory place in which to do their buying. Mr. Sadler had a large stock of dry goods, notions, and men's furnishings from which the bargains are being offered for Monday are being selected.

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## Trunk Line Sewer Plan of District

of the entire community.

It is the committee's plan to have a paved boulevard on each side of the car tracks with suitable grades and bridges from the west end of Central to the place where the right of way is now owned by the county. If this paving is completed, Sierra Madre will have a direct road to Los Angeles, known as Huntington Drive as far as San Marino and already known as Sierra Madre avenue to some other suitable name.

The first attempt to extend Central avenue over the proposed route occurred about sixteen years ago when a committee from the Board of Trade which was the parent organization to the present chamber of commerce, held a meeting and appointed a committee to work with engineers on a plan to use as a part of the Foothill boulevard plan. About the same difficulties were encountered then as have been bothering the committee in later years and the proposition has received more or less attention since that time, but those in touch with the situation frankly admit that the project is not nearer a fact than it was at that time and with the steadily advancing prices in foothill real estate the difficulties are getting greater every year.

Considerable optimism was expressed by the board Tuesday night and it seemed to be the opinion of all that the time was ripe to force the issue. It is understood that the people of Pasadena are particularly friendly to Sierra Madre at this time, due to the active co-operation given by this city in the recent work for the university site and are anxious to do something in return. The co-operation of that city, it is believed, will be of great assistance in completing the project.

**Vast Area Served**

According to the plans, a main line of sewer will be brought to the south boundary of Sierra Madre so that at a time when a sewer system is installed it will be possible to connect with the outfall sewer and have the problem of a treatment plant eliminated. It is estimated by engineers that the cost of the project to the taxpayers of Sierra Madre will be about \$60,000, which is said to be less than the cost of a treatment plant which would care for present needs, to say nothing of the future growth and cost of operation of the plant. The entire cost of the system will be \$5,000,000, but the area served is so large that the cost to any one community will be relatively small.

Six other cities have already declared their intention of becoming a part of the district and it is understood that the proposition will soon be given to the people for a final decision.

The project will be financed by a bond issue, covering the entire district and which, it is claimed, will not affect the bonding capacity of the city.

One of the local citizens who is in touch with the situation says that the cost in taxes to his home will be less than the cost of a cesspool.

This outfall sewer project does not require the city to install a sewer system at once, but provides for the disposition of sewage when a system is installed. It, in effect, takes the place of the investment necessary for the purchase of a sewer farm and treatment plant. The sewer will be brought to the city and at such time as the system is installed will provide a disposition for the waste.

There will be a meeting tonight at the city hall in Monrovia at which engineers and public officials will go over the situation and thoroughly explain the technicalities of the situation. It is understood that anyone interested may attend this meeting. The city trustees and the chamber of commerce will have representatives at the meeting in order that they may be better informed on the issues involved.

### Firemen Visit Board

George Norris, Frank Hildebrandt and E. P. Bradford were present at the meeting and asked the opinion of the board in regard to the leasing of a building to be built on the site now occupied by the Firemen's club. They stated that Charles Kersting had offered \$4,000 in cash for the site and had agreed to erect a building which would provide free club quarters for a period of five years and free housing space for the fire department for seven years providing the city would be willing to rent the remainder of the building at \$90 per month for a period of five years. After considerable discussion it was decided that the club should come to an agreement among its members and submit a proposition in writing at the next meeting. The representatives stated that they considered the offer equivalent to \$9,000.

Mrs. R. M. Barker, municipal nurse, reported that Dr. E. L. Jackson was not available for duty at this time and that an epidemic of chicken pox demanded the services of a health officer. The board appointed Dr. Gilbert S. Bovard temporary health officer to act during the emergency.

The Yuloni unit, Camp Fire Girls have indefinitely postponed their sports day until weather conditions improve. They will again enjoy a trip to Hoege's Camp from Tuesday, April 7, to Friday, April 10. They will be accompanied by their guardian, Mrs. J. Milton Steinberger, and Mrs. Dickinson. Every one will meet at the Trail Store at 6 o'clock Tuesday morning.—Margaret Busch, press chairman.

previous days back for a second or third visit and many times with their families or friends with them.

The fete will continue until Sunday, April 5, at which time the ladies in charge hope to have taken in enough money to make a very substantial contribution to the Woman's club building fund.

Mr. Fennel urges local people to lose no time in seeing the vine. The warm weather caused the whole vine to come into full bloom in an unusually short time. Thursday's rain knocked off some of the blossoms, but left enough for a fine showing. A few more hot days or a wind would impair its beauty greatly long before the date advertised for the closing of the fete.

# To All Users of HARDWARE and PAINTS: (that means everybody)

Having abundant faith in the future growth and prosperity of Sierra Madre, we have formed a partnership and arranged to add a full line of

## BUILDERS' and HOUSEHOLD Hardware

to the large stock already carried by the SIERRA MADRE PAINT AND PAPER STORE. We will continue our full line of paints, oils and painters' supplies, picture frames and glass, and picture framing business. Mr. Wheeling will also handle paint contracting, in which he has built up a splendid clientele.

We invite the patronage of our many friends, and especially solicit the trade of builders and contractors.

## WHEELING & HILL

ALBERT M. WHEELING

VICTOR C. HILL

41 N. Baldwin

Blue 75

## AWNING TIME IS HERE NOW

We have the latest styles in fancy awnings to make your home attractive and comfortable this summer. Prices lower than in Los Angeles.

We are continuing in the same location with the new firm of Wheeling & Hill.

## O. A. BERGIEN

BLUE 75

41 N. Baldwin

## HOT CROSS BUNS

Every Saturday in Lent and  
Every Day of Easter Week

EAT SIERRA MADRE BREAD  
because you cannot find any better  
no matter where it is made

## Sierra Madre Bakery

FRITZ OTTO

28 Windsor Lane

## Try Our Wantads for Results

### TRUCKING SERVICE

We have added a new 2½-ton Mack truck to our equipment and are prepared better than ever to handle furniture, grain, rock, gravel, etc.

**Sierra Madre Feed and Fuel**  
Main 50

97 E. Montecito

### LUNCH CLUBS IN CONTEMPT OF HIGHBROWS

Cincinnati Times-Star: It is too bad to record, but the fact is that in certain quarters there is a rising tide of antagonism to the luncheon clubs in which American business men meet once a week to discuss over a rather simple meal matters of interest to them and their communities. Rotarians, Kiwanians and similar groups writh under the lash of the "younger intellectuals;" or they would writh if they were not so stupid as never to consult the literary vehicles through which the intellectuals speak. In smart magazines, in periodicals dedicated to one or another of a number of isms, derision is headed on these clubs. Their members are "saps," "bourgeoisie," fatuous occupants of "Main Street."

Why are the younger intellectuals so scornful? Only on the surface is the matter puzzling. Sit in at one of these luncheons and you have the answer. The men who meet there are successful men with a bent to the practical, and perhaps a little set in their ways. No wild women dance on the table. No synthetic gin is served. If there is a piano in the room and the custom of chorale singing, the songs in which the members join are likely to be standard things, with little jazz stuff and almost no "blues." They tell no off-color stories. They do not read Ben Hecht, or James Joyce, or Mencken and Nathan. In the creed of these clubs there is even something about not listening to "the rustle of an unbuttoned skirt." Nor do they murder sleep with their meals, for these are midday affairs. When they decide to do something, it is almost hopelessly sensible and unimaginative. It may be a Christmas tree at an orphans' asylum, or an automobile excursion for crippled children, or substantial encouragement to the Boy Scouts, or a prize for superior industry and attainment at a school or college.

Any bunch of men who make a success of their own callings, who take a primitive satisfaction in their fellowships, who usually put over what they undertake to do in common, and who sing songs with recognizable tunes deserve all the contempt that the younger intellectuals heap upon them. Kiwanis, for example, is as we understand from an Indian word meaning "we build." To the minds of people who believe in tearing down, what right has anybody to build?

### CALVERT IS NOT CANDIDATE FOR SCHOOL TRUSTEE

To the Editor of the Sierra Madre News:  
Will you kindly publish this to rectify some mistakes regarding me and my attitude on the school situation, which were published in your last issue.

In the first place, I was not a candidate for school trustee and knew nothing of my name being considered till it appeared in the News.

The minority report submitted by me at the P. T. A. meeting, as a member of the transportation committee for high school students was as follows: "The committee met soon after their appointment and elected Mr. Griebenow chairman; after much discussion it was decided to prepare a petition to be presented to the Pasadena school board asking them to contract for five cents a day fare for the Sierra Madre pupils. Mrs. White was appointed by the chairman, to prepare said petition; same to be presented to the board at its first meeting. I have never seen said petition. I asked twice for another meeting of the committee and was promised same by the chairman but after two months time it has never been called."

I did not state that "the Pasadena school board was unwilling to provide transportation," for they have not been asked to do so by this committee.

I felt that the request which the committee decided on was a reasonable one inasmuch as part of the school tax money paid into Pasadena High School district is being used to pay for free transportation for South Santa Anita and other outlying districts. With the arrangement asked for we would pay the five cents fare but the board would carry the contract. Five cents a day fare is the present contract price where free transportation is provided."

E. A. CALVERT.

### Mrs. Beare Passes

Mrs. Ada Gertrude Ward-Beare, 48 years old, died March 21 at her home, 270 W. Highland, after a long illness. Brief services were held at the Grant undertaking parlors Monday evening, at 7:30. The body, accompanied by the widow and the mother, Mrs. Hines, was taken to Cincinnati, Ohio, to their home city for burial. The sympathy of friends goes with the bereaved. Mr. Beare, who is an engineer for the Los Angeles Gas company, will return to Sierra Madre, where he has purchased property for a future home.

### Well?

The proper patient in the big hospital had had the best of care and attention not only from doctors but also from the nurses. When the time came for his discharge he fervently expressed his gratitude for all the kindness he had received. "And as for you, miss," he said in a choking voice, "you've been more like an angel from heaven than anything else; in fact, I look upon you as 'ardly human.' —The Lyons Mail.

### Nothing to Reach

By cutting the right nerve, those Australian surgeons can cure all partial paralysis except that above the ears.—Duluth Herald.

### CHURCH OF THE ASCENSION

(Episcopal)  
Fifth Sunday in Lent.  
Holy Communion, 8 a. m.  
Church School, 9:45 a. m.  
Morning prayer, Litany and Sermon, 11 a. m.  
Knights of St. Paul, 7 p. m.

Mrs. E. D. Burbank was hostess to a party of about 20 guests at the Wistaria Fete Thursday. Most of the guests were from Los Angeles.

President Fred Griebenow and Secretary Louis Berg of the chamber of commerce expect to attend a meeting in Monrovia tonight to discuss the proposed sewer district for the cities in this part of the San Gabriel valley.

Mr. and Mrs. Paul Baugh and son Robert, of Los Angeles, were the dinner guests of Mrs. George Humphries on Sunday.

### A Baby's Tender Skin

needs constant care to prevent the soreness of chafing from perspiration and the irritation of prickly heat.

Don't use ordinary talcum powder because there is a special Toilet Powder made especially for Baby's use.



is just wonderful for Baby during the hot weather. It is made from the finest Italian tale, and contains soothing Boric acid and Stearate of Zinc. Slightly perfumed with anti-septic Oils, selected particularly for their healing properties. In the special container that can be opened or closed with one hand. Tiny Tot Toilet Powder only costs 25¢ Sold only at

F. H. Hartman & Son

The Recall Drug Store

Phone Black 25 25 No. Baldwin

Mr. and Mrs. M. A. DeTemple have moved to their new home at 390 West Central avenue, the old quarters having become too small for the plumbing business.

Mr. Harry Schutz, who has been at the home of Mr. James Heasiey the past month, leaves Thursday for his home in Pennsylvania, returning via New Orleans.

Captain and Mrs. J. A. Osgood entertained the members of the Sierra Madre Woman's Club board at luncheon at the Wistaria fete Wednesday.

This month's improvement to the hotel property is a stencil trimming which has been put around the top and bottom of the stucco finish.

Miss Margarette DeTemple, who is attending a school for nurses at the Clara Barton hospital, spent a week end in Sierra Madre, visiting her parents, Mr. and Mrs. M. A. DeTemple.

The pumps at the water plant were closed down on Monday while a new transformer was being installed but it was not necessary to shut off the water due to the consideration of patrons in not using any unnecessary water, according to Water Superintendent Tom Henderson.

George Norris spent the week end at Fern Lodge at his cabin. While in the mountains Mr. Norris made a tour of the burned area.

Dean William Carson Shaw, who has been ill for several weeks, is reported to be slowly improving. He is now able to sit up some of the time.

J. A. Peterson, editor of the Dickinson Press of Dickinson, N. D., spent Tuesday in Sierra Madre visiting Mr. and Mrs. S. M. Ferris, 47 Bonita.

## THE GASOLINE TAX

In response to a telegram from the Legislative Committee of the State Supervisors Association, requesting, in the name of all boards of supervisors, that the Standard Oil Company withdraw its opposition to an increase in gasoline taxation, R. K. Kingsbury, President of the Standard Oil Company, sent the following telegram:

"There has been so much misrepresentation of the attitude of this Company toward proposals to increase gasoline taxation that we are very glad of this opportunity explicitly to state to you and your associates and the organization represented, our policy and our activity in this matter.

"This Company is and always has been a supporter of good roads and in the present situation is not in opposition to the expansion of California's highway system, but only to the proposed method of raising the additional funds said to be necessary.

"We are opposed to any increased taxation of gasoline as a matter of principle. The tax is virtually a sales tax on a product which we sell. The three-cent tax would be a tax of twenty per cent on the wholesale price of gasoline in San Francisco. There is no marketer of any commodity who would not object to a twenty per cent sales tax on his product.

"Believing the tax to be wrong in principle and unfair to our business, this Company some months ago announced its opposition and with all possible candor stated its position as clearly as it knew how—frankly, publicly and openly.

"In its examination of the situation the Company, from its long experience and study of probable future consumption of gasoline, estimated that revenues under present motor taxation laws would yield the sums said to be required for roads, and these facts were made public, not only as an argument against further taxation, but also because good citizenship demands that anyone in possession of important facts regarding a public question should set them forth.

"This company's activity is not confined to California. With equal frankness it announced its opposition in Oregon, Washington, Nevada and Arizona where new gasoline taxation has been agitated, as did numerous other interests. The legislatures in these States have adjourned without action except in Nevada.

"Your telegram states that the Company's opposition is so resented that the result will react against it. It is impossible to believe that any company operating in the State of California will, because it ventures frankly to express its opinion of a public proposal which it believes inimical to its welfare, suffer in official or public esteem, which we are pleased to believe this Company enjoys to a marked degree. We believe our position to be so right and sound from an economic or any other point of view, that we can not renounce it as you request."

STANDARD OIL COMPANY (California)



**MONDAY  
MAR. 30  
THESE VALUES  
FOR ONE DAY  
ONLY**

**NORMANDIE VOILE**

Genuine Normandie Voile in the new spring shades, stripes and figures—

**2 yds.—\$1.00**

**GINGHAMS**

32-inch fast colored Ginghams in checks, medium and light colors—

**6 yds.—\$1.00**

**LINGETTE**

Butterfields Lingette, in all the newest colors, genuine cloth—

**2 yds.—\$1.00**

**CHALLIES**

36-inch Challies, good assortment of patterns—

**6 yds.—\$1.00**

**PAMICO CLOTH**

Guaranteed fast color Pamico Cloth, all colors—

**2 yds.—\$1.00**

**PONGEE**

36-inch 12 mome imported, all silk Pongee—

**per yd.—\$1.00**

**HOUSE DRESSES**

Made of good quality Percale, fast colors, extra well made, Walco garments—

**each—\$1.00**

**SILK HOSE**

Broken lines of Silk Hose, not all sizes, colors are black, brown and white—

**each—\$1.00**

**UNION SUITS**

Women's Union Suits, good quality, regular 75c values—

**2 for \$1.00**

**TOWELS**

16x34 Huck Towels, good heavy quality—

**7 for \$1.00**

20x40 Bath Towels, double thread, heavy, firm grade—

**2 for \$1.00**

18x36 Honeycomb Towels, extra good grade—

**3 for \$1.00**

**CREPES**

Imported Dress Crepes in plaids and hairline checks, regular \$1.50—

**per yd.—\$1.00**

**LINEN CRASH**

Stephens all linen crash, 18-inch wide bleached—

**4 yds.—\$1.00**

**HOPE MUSLIN**

36-inch Bleached Muslin, Hope brand, a standard quality—

**6 yds. \$1.00**

**FANCY SOCKS**

Three-quarters fancy top Bear brand Hose, sizes 6 to 10—

**2 pr.—\$1.00**

**MEN'S SOCKS**

In brown or black, medium weight, good wearing—

**7 pr.—\$1.00**

**MEN'S WORK SHIRTS**

Giant Jim Work Shirts in blue and khaki—

**each—\$1.00**

# J. F. SADLER & CO.

**Buy Your Easter Hat in  
Sierra Madre**

AT THE

**POLLYANA HAT SHOP**

MRS. FANNIE LOVELESS

40 N. Baldwin

**Try Our Wantads for Results**

## HOME COOKED MEALS

SPECIAL LUNCHEON 65¢

Service à la Carte, or Delicatessen

## WISTARIA TEA ROOM

BLANCHE I. MUSKRATH  
EVA M. HOLBERT

Black 183  
78 West Central

## Personal Items

Mrs. Mildred P. Cook and daughter Doris have moved to Orange, where they will make their home with Mr. Cook's brother, William W. Powell, who recently moved to California from New York.

A number of local students of the Pasadena high school went to Laguna Beach Saturday on a botany excursion.

Major C. S. Floyd attended a reunion of United States Military academy graduates at the City Club in Los Angeles Saturday. About 160 West Point graduates were present at the meeting.

Mrs. Josephine Woodward and Mr. and Mrs. J. F. Meyers of Pittsburgh, Pa., spent Wednesday in Sierra Madre visiting Mrs. Frank E. Cox. While here they paid a visit to the Wistaria vine.

Mr. and Mrs. H. Knott have moved to their new home on Ramona street which has just been completed by the Ole Hanson company.

Mr. and Mrs. Frank E. Cox spent Sunday at Loma Linda visiting relatives.

Mrs. E. M. Andreson, who has been absent from her work at the J. F. Sadler store because of illness, was able to return to the store this week.

J. Milton Steinberger is painting the wood work of the Sierra Madre Garage this week.

W. D. Green, 382 North Auburn, was seriously injured in an automobile accident near Arcadia Sunday. Mr. Green was driving his car at a fair rate of speed when he hit a place in the road which had been made sleek by oil. The car skidded and turned over, injuring Mr. Green on the head and rendering him unconscious.

Mrs. Tom Schwartz of Highland Park spent Wednesday in Sierra Madre visiting her parents, Dr. and Mrs. D. M. Alcorn, 178 E. Central.

Oscar Olson of Monrovia was in Sierra Madre Wednesday visiting friends. Mr. Olson was a resident of Sierra Madre for a number of years but recently removed to Monrovia.

Mr. and Mrs. J. N. Hawks went to Santa Barbara Wednesday for a short visit with relatives.

Mrs. Henry Olsen, Mrs. Albert Deike, Mrs. G. M. Bartlett, Miss Pauline Harwig and Mrs. Benton, all of Pasadena, were guests of Mrs. Fred Griebelow at the Wistaria fete on Monday.

The Modern Priscillas will meet next at the home of Mrs. C. W. Jones, 49 E. Alegria street, on Thursday afternoon, April 2.

Frank M. Colville, secretary of the El Monte Chamber of Commerce, was the speaker at the Tuesday lunch of the local chamber. Mr. Colville's subject was the proposed sewer district which may include Sierra Madre.

Mrs. Flora Phoenix returned to her home in Oakland Sunday, after spending a week in Sierra Madre, the guest of her sister, Mrs. Eva Holt.

Clarence and Frederick Rice of Los Angeles are spending this week in Sierra Madre visiting relatives.

Mr. and Mrs. N. W. Tarr returned from Phoenix, Ariz., Saturday, after spending a week visiting friends.

The Sierra Madre Hardware company is having a sale of Wear-Ever aluminum, which is attracting considerable attention among Sierra Madre people.

Frank V. Perry of Banning, Cal., was in Sierra Madre Saturday visiting friends. Mr. Perry is a well known cartoonist specializing in animated cartoons for the moving pictures.

Mrs. Harry E. Long, 82 West Central, was severely burned Friday afternoon while working at her home.

Mrs. Helen K. Stevens moved on Thursday from 307 North Baldwin to Los Angeles, where she will make her future home.

C. H. Price of Monrovia was recently elected president of the Norumbega Country Club to succeed Dean E. B. Evans, who resigns on account of ill health. A large number of Sierra Madre people are members of the Norumbega club.

Captain W. W. Bacon, who recently died in Duarte, was well known among the older residents of Sierra Madre. Captain Bacon was the first man to put a cabin on Pine Flats and was a great favorite among the hunters and fishers of this locality, who formerly were guests at his cabin.

V. E. Yost has accepted a position with C. W. Harriman and will have charge of the calling and delivering in connection with Mr. Harriman's cleaning and pressing business. He will also have charge of collections. Mr. Yost has lived in Sierra Madre for several years and is well known here.

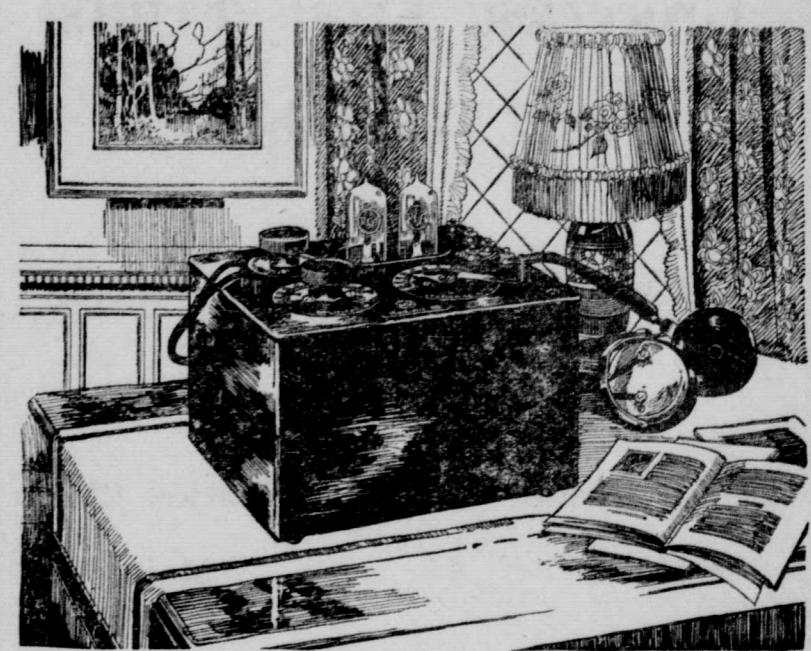
**Congregational Church**

At the Congregational church Sunday morning at 11, Dr. Tate will deliver the third of his Lenten series of sermons, the topic being, "Becoming a Church Helper." Next Sunday the title of the sermon will be, "The Glory of the Church."

At the evening service the picture will be "A Modern Prodigal." There will be the usual song service and special music by the choir. The League of Youth, a society of young people, meet at 6:30 p. m. A cordial invitation is extended to all those without a church home to attend these services.

## SAVE \$5.50

ON A TWO-TUBE RADIOLA



**Genuine Radiola III—\$29.50**  
(less batteries)

Regular Price \$35.00

STOCK LIMITED

**G. I. FARMAN**

SIERRA MADRE ELECTRIC CO.  
**Main 120—Opposite P. E. Station**

## SIERRA MADRE SAVINGS BANK

COMMERCIAL SAVINGS

Capital Paid Up - - - \$40,000

Surplus - - - \$18,000

YOUR HOME BANK  
Owned and Controlled by  
Sierra Madre Residents

OFFICERS

H. E. ALLEN, President  
CHARLES S. KERSTING, Vice President  
W. H. INGRAHAM, Cashier  
M. F. SEELEY, Assistant Cashier

DIRECTORS

CHAS. S. KERSTING C. W. YERXA  
F. H. HARTMAN H. E. ALLEN C. W. FORMAN

General Banking Business Transacted  
4% Paid on Savings Accounts  
Mortgages—Travelers' Checks  
Escrows and Collections Handled

## COMPLETE SERVICE

—Everything in the way of physical equipment as well as experience, training and personnel at the disposal of those who call upon us.

## GRANT FUNERAL PARLORS

Licensed Embalmers

Central and

Hermosa Ave.

Phone Main 93

"Lady Assistant"

## SENSIBLE ADVICE

**"Send It to the Laundry"**

Troy Service is Sensible Service

DRY CLEANING

**Troy Laundry Service**

ROY EDWARDS, AGENT

Red 42

Langley's Barber Shop

11 Kersting Court



## WHAT'S THE USE

GOSH, I FEEL ALL OUTA  
PLACE UP HERE AT  
LAKE PLACID, TRYIN' TO  
DO WINTER SPORTS

OH NONSENSE!  
HOW DO THEY  
KNOW BUT WHAT  
YOU'RE A MILLION

By L. F. Van Zelm  
Western Newspaper Union

MAKE BELIEVE YOU HAVE  
JUST AS MUCH MONEY AS  
THEY HAVE

PRETEND YOU'RE  
AS WEALTHY  
AS THEY ARE

CHECK BOOK

## Just Concentrate

THAT'S O.K. BUT IT'S  
GONNA TAKE A DICKENS  
OF A LOT WILL-POWER

AKE  
LACID  
POZT  
ARINHAL  
MORROWHOTEL  
RULES

VAN ZELM

## SIERRA MADRE NEWS

SUPPLEMENT

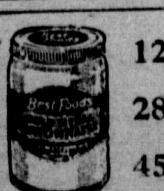
## Screen Scrapbook



2 Medium Cans 25c  
Large Cans 15c

Fancy Japanese  
BLUE FLAG  
CRAB MEAT  
2 Large  
Cans... \$1.00  
Regular price is 60c each

MOOR PARK, 1b. - - 32c  
Santa Clara Prunes  
Standard, 3 lbs. - - 28c  
Choice, 3 lbs. - - 48c



12c Nucoa lb. 30c | Wilso lb. 29c

28c

Regular price is 30c



45c

SAFeway STORES INCORPORATED CALIFORNIA'S LEADING GROCER

CALIFORNIA'S LEADING GROCER

WISTARIA HAS  
BIG PROGRAMS  
ALL NEXT WEEK

31

B

52

R

shoot-

people

Thomas Meighan is spoiled for the rest of his life as far as working "on location" is concerned. In "The Alaskan" he journeyed all the way to Banff, Alberta, in the Canadian Rockies for the exterior scenes. In "The Ne'er Do Well" he took his company down to Central America. Other pictures have chased him hither and yon over the face of the Western hemisphere in the interests of authentic atmosphere and background. But in "Tongues of Flame" his newest picture for Paramount, his location journey broke all previous records. The location lot, representing an Indian reservation, was just ten minutes by motor car from Meighan's home on Long Island. It was so much closer, in fact, than the Paramount studio in Astoria that Tom could—and did—sleep three-quarters of an hour longer and still get to work on time. "Tongues of Flame," the screen version of Peter Clark MacFarlane's last novel, comes to the Wistaria next Sunday for a two-days stay. Bessie Love and Eileen Percy play opposite the star.

"The Wages of Virtue" is the finest Swanson picture of all time. Many former members of the Legion under direction of one of its foremost heroes, actually take part in this swift-moving production, which will be the ufeare picture next Tuesday and Wednesday at the Wistaria. Ben Lyon (courtesy of First National Pictures) has the leading man's role opposite the star. Others in the strong supporting cast are Norman Trevor, Ivan Linow and Joe Moore.

Two hundred and fifty veterans of the world war appear in scenes of the Herbert Brenon Paramount production, "The Side Show of Life," featuring Ernest Torrance and Anna Q. Nilsson and coming to the Wistaria theater Saturday. The men, all jobless, were obtained through the Veteran's Bureau in New York City. Having done the same thing a number of times under realistic conditions "over there," the vets had no trouble with rehearsals, and it is said that you can't tell the difference between these scenes of the picture and the real thing. Neil Hamilton, Louise Lagrange, Katherine Lee, Maurice Cannon and many others appear in the strong supporting cast.

Solution of Puzzle No. 30.

KID	ALE	IDA
ORAL	RAN	KNEW
SINAIC	DRIVEL	
SCUD	ITEM	
EDEN	EVEN	
TAR	SIEVE	TAQ
IS	TEA	GO
SPA	MELDS	BET
BIER	EASY	
WANT	COPS	
BASKET	SKULLS	
ODES	ONE	LAOS
WED	POT	YEW

## MEATS

Fresh Hamburg	15c
Pork Sausage	25c
Rib Boil	10c-12½c
Lean boiling Beef	12½c
Pot Roast	15c-17½c
Rump Roast	20c-25c
Rolled Rib Roast	25c
Lamb Stew	12½c
Shoulder Lamb	25c
Smoked Shoulder	23c
Pure Lard	2 lbs. 45c
Bacon in piece	25c

## Vegetables

## SPECIALS

Head Lettuce	5c
Green Peas 2 lb.	15c
New Spuds 3 lb.	25c
Green Asparagus 2 lbs.	25c

SPECIAL SATURDAY, MARCH 28  
Jumbo Chocolate Creams  
Delicious Home Made Creams  
1 lb. 29c—5-lb. box \$1.35

SODUS SOUR PITTED  
CHERRIES 25c  
Regularly 30c

Chaffees  
WHERE CASH BEATS CREDIT

BARNES TOASTED  
WHEAT 23c  
Package

# M. D. Welsher

Groceries, Fresh Fr  
and Vegetables

Fresh and Smoked M

Two Deliveries Daily

Grocery Phone

Market

Main 6

Ma



### TO THE PUBLIC

We are literally your servants.

Our business is not merely to sell you but to give you good gas service.

Do us the favor of selecting our office the proper place to register complaints, invite your help and co-operation at times. We are always ready to make investigations, and any errors will be promptly rectified.

It is our constant endeavor to give you service which is complete and satisfactory in every detail.

The public is entitled to courteous treatment and to the very best possible serv

### Southern Counties Gas Comp

*H. Steele*  
District Superintendent

### RAYMOND THEATRE

Raymond Avenue, two blocks North of Colorado Street  
Daily 2, 7 and 9. Saturday and Sunday, 2:00 and 8:00

Last Times Friday

Harold Bell Wright's

"The Re-Creation of Brian Ke

Opening Saturday

### The Dressmaker From

NEW PRICES: Any seat, any time, 5  
Except Loges, Evenings, 75c

### STRAND THEATRE

Colorado Street at Euclid  
Daily—1, 3, 5, 7 and 9  
Last Times Saturday

Charles Ray, in "PERCY"

Starting Sunday

BETTY COMSON, in

"New Lives for Old"

### FLORENCE THEATRE

Colorado Street at Hudson  
Every Day at 1:15, 3, 5, 7 and 9

Last times Saturday

"Sackcloth and Scarlet"

Starting Sunday

"The Bridge of Sighs"

### PASADENA THEATRE

Colorado Street at DeLacy

Friday, Saturday and Sunday

VAUDEVILLE  
AND FEATURE PICTURES

Four days starting Monday  
"Fifth Avenue Models"

Preview Vaudeville Monday Night 8:30

## SIERRA MADRE NEWS

Published by  
THE SIERRA MADRE PRESS, Incorporated  
Telephone Black 42  
GEORGE B. MORGRIDGE, Managing Editor

Entered as second class matter at the post office at Sierra Madre, Calif.

## BARGAINS ALL THE TIME

Gloria Swanson is more alluring than ever as a dancing girl in "Wages of Virtue," a glowing romance of the famous French Foreign Legion



Gloria Swanson as "Carmelita," whose dark eyes can flash love or fire



(Above) No wonder she caused more battles among her soldier-admirers than they ever fought with outside enemies



(Left) Gloria and Ben Lyon



(Right) Many scenes are laid in the glamorous land of the sheiks



(Below) "He would wrong you, so I killed him," explains Luigi, the professional strong man



(Below) Many an infatuation starts with a jest



### "WAGES OF VIRTUE"

IN "Wages of Virtue," Gloria Swanson has another splendid photoplay that will enthralle her even more firmly than ever in the hearts of her admirers.

In this stirring and romantic tale of the French Foreign Legion, that famous body of real fighting men comprised of gentlemen-adventurers from every nation of the globe, Gloria has the rôle of a beautiful dancing girl who runs a café in the picturesque city in Algiers where the Legion is garrisoned. Every man in the regiment is in love with her, but her favors are bestowed at first upon an ex-professional strong man. However, the arrival of a handsome young American recruit drives thoughts of the caveman from her heart, and from then on adventures happen thick and furiously.

The same fire and abandon that made Miss Swanson so deliciously alluring in "Manhandled" are present in her characterization of "Carmelita" in "Wages of Virtue." Dancing, fighting, vamping, loving, she is a constant delight. Don't fail to see her!

(Above) Who can look into the eyes of Gloria at such close range and not be thrilled? Not Ben Lyon, Gloria's handsome leading man in "Wages of Virtue"

(Below) Never have the charms of Gloria been exhibited to such advantage as in this picture



C. W. JONES,  
Chairman Campaign Committee.

### PROMPT SETTLEMENT IS REQUESTED

Owing to the business of the Sierra Madre Paint and Paper Store being taken over by the firm of Wheeling & Hill, it is necessary to close all accounts of the former concern. All accounts due should be paid at once to me.

I wish to thank all my old customers for patronage and urge that they continue to trade with the new firm in the same location.

SIERRA MADRE PAINT AND PAPER STORE,  
Albert M. Wheeling.

March 23, 1925.

post office this morning, "I greatly fear I shall not be able to recognize a good many of my friends who have borrowed money and household and garden tools of us with the promise to return the next day."—Liberty Press.

### Has Many Meanings

The phrase "Limbo" may be taken to mean an indefinite border region in the intermediate state, nearer hell or heaven according to the class of souls there detained; a place of confinement; a prison; a place, real or imaginary, to which things worthless or foolish may be relegated.

international beauty models. A Paramount picture.

### "ALL NIGHT LONG"—HARRY LANGDON COMEDY.

Friday and Saturday, April 3 and 4—

### "THE BATTLING ORIOLES"

A Hal Roach novelty feature comedy. Funniest thing since dad was the sheik of the horsehair sofa—Were champion "pill-pounders" in 1874—They're champion laugh-getters today.

### NEWS REEL

BENNY LEONARD, the lightweight champion, in "SOFT MUSCLES."

**WHAT'S THE USE**

GOSH, I FEEL ALL OUTA PLACE UP HERE AT LAKE PLACID, TRYIN' TO DO WINTER SPORTS WITH THESE SOCIETY MILLIONAIRES

OH MOMSENSE! HOW DO THEY KNOW BUT WHAT YOU'RE A MILLIONAIRE TOO

MAKE BELIEVE YOU HAVE JUST AS MUCH MONEY AS THEY HAVE

PRETEND YOU'RE AS WEALTHY AS THEY ARE

CHECK BOOK

By L. F. Van Zelm  
Gaines Newspaper Union

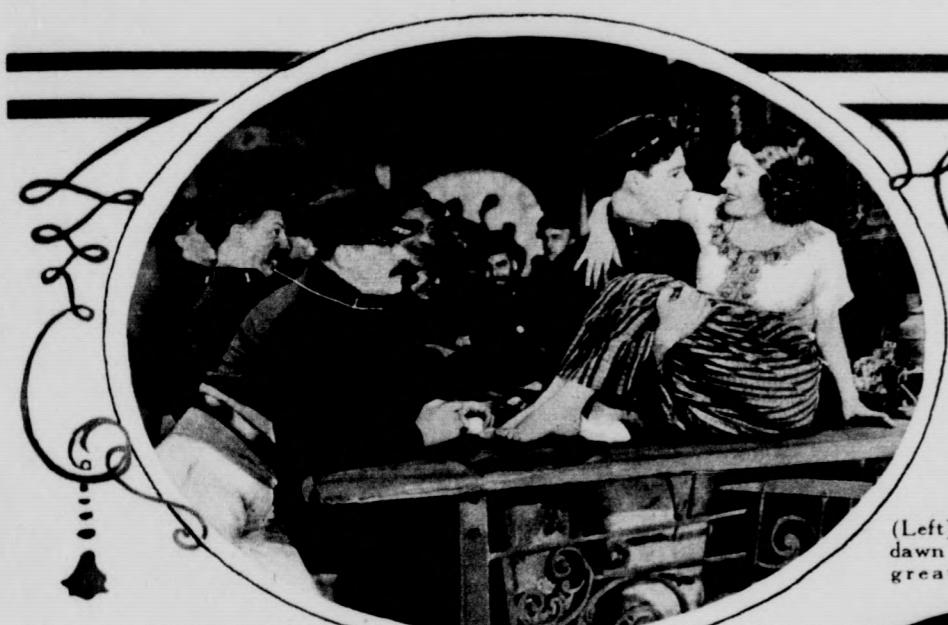
**Just Concentrate**

THAT'S O.K. BUT IT'S GONNA TAKE A DICKENS OF A LOT WILL-POWER

LAKE PLACID SPORT CARNIVAL TOMORROW

HOTEL RULES

The wages of sin are death, but the "wages of virtue" are life and love, as Gloria Swanson proves after many thrills in her new picture



(Left) The rendezvous with love at the oasis



(Left) "Do you not like me then, my big Américain?" pouts Gloria as the dancing girl



(Below) The same delicious humor that spiced "Man-handled"

Army life isn't so bad!



Adolph Zukor and Jesse L. Lasky present  
**GLORIA SWANSON**  
in  
**"WAGES OF VIRTUE"**  
An Allan Dwan Production

Adapted by Forrest Halsey from the novel by Percival Wren

A Paramount Picture

THE CAST

Carmelita ..... Gloria Swanson  
Marvin ..... Ben Lyon  
John Boule ..... Norman Trevor  
Luigi ..... Ivan Linow  
Guiseppe ..... Armand Cortez  
Madame LaCantiniere ..... Adrienne d'Ambricourt  
Sergeant Le Gros ..... Paul Panzer

(Below) It is not polite to disturb a lady at her bath



(Above) Gloria's nationality is Italian in the picture, so naturally there's spaghetti



A fight scene that is a classic of the screen

2 Medium Cans 25c  
Large Cans 15c

CRAB MEAT  
2 Large Cans \$1.00  
Regular price is 60c each

Santa Clara Prunes  
Standard, 3 lbs. - - 28c  
Choice, 3 lbs. - - 48c



Nucoa lb. 30c | Wilso lb. 29c

12c  
28c  
45c

SAFEWAY STORES  
INCORPORATED  
CALIFORNIA'S LEADING GROCER



Jumbo Chocolate Creams  
Delicious Home Made Creams  
1 lb. 29c—5-lb. box \$1.35

SODUS SOUR PITTED CHERRIES 25c  
Regularly 30c

**MEATS**

Fresh Hamburg	15c
Pork Sausage	25c
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Lean boiling Beef	12½c
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Rump Roast	20c-25c
Rolled Rib Roast	25c
Lamb Stew	12½c
Shoulder Lamb	25c
Smoked Shoulder	23c
Pure Lard	2 lbs. 45c
Bacon in piece	25c

**Vegetables****SPECIALS**

Head Lettuce	5c
Green Peas	2 lb. 15c
New Spuds	3 lb. 25c
Green Asparagus	2 lbs. 25c

BARNES TOASTED WHEAT  
Package 23c



CALIFORNIA'S LEADING GROCER

# M. D. Welsher

Groceries, Fresh Fruits  
and Vegetables

Fresh and Smoked Meats

Two Deliveries Daily

Grocery Phone  
Main 6

Market  
Main 6



TO THE PUBLIC

We are literally your servants.  
Our business is not merely to sell you gas but to give you good gas service.

Do us the favor of selecting our office the proper place to register complaints. I invite your help and co-operation at times. We are always ready to make investigations, and any errors will be promptly rectified.

It is our constant endeavor to give you service which is complete and satisfactory in every detail.

The public is entitled to courteous treatment and to the very best possible service.

**Southern Counties Gas Company**

*H. K. Keefer*  
District Superintendent

## RAYMOND THEATRE

Raymond Avenue, two blocks North of Colorado Street, daily 2, 7 and 9. Saturday and Sunday, 2:00 and 8:00. Last Times Friday.

Harold Bell Wright's

"The Re-Creation of Brian Keene"

Opening Saturday

**The Dressmaker From**

NEW PRICES: Any seat, any time, 50¢

Except Loges, Evenings, 75¢

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Colorado Street at Euclid  
Daily—1, 3, 5, 7 and 9  
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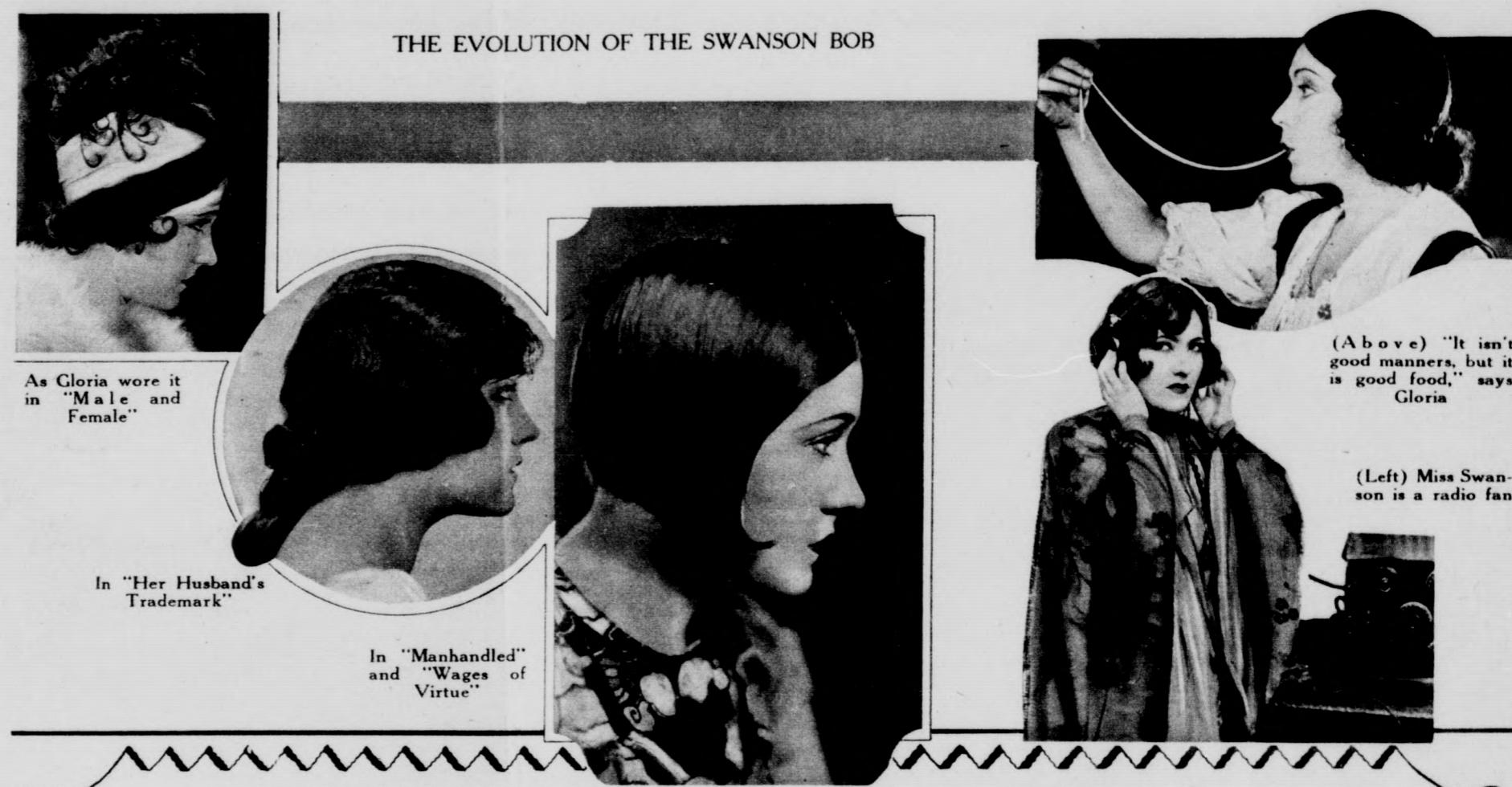
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Telephone Black 42  
GEORGE B. MORGRIDGE, Managing Editor

Entered as second class matter at the post office at Sierra Madre, Calif.

FRIDAY, MARCH 27, 1925

## BARGAINS ALL THE TIME



(Above) "It isn't good manners, but it is good food," says Gloria

(Left) Miss Swanson is a radio fan

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CUSTOM TAILORING—DRY CLEANING  
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Work Called for and Delivered  
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31 N. Baldwin Ave. Main 182

L. C. TUCKER, Jeweler  
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18 W. Central

O. A. BERGIEN  
Awnings, Window Shades, Curtain Rods  
41 North Baldwin Blue 75

GITMAN'S TAXI SERVICE  
Reasonable Rates Anywhere  
Phones: Blue 184; Red 192

### NEWS WANTADS—

provide a wonderful marketplace for everything. They bring results.

Try them.

Phone Black 42

Sierra Madre News

FAIRVIEW RABBITRY  
Rabbits for Meat, Fur and Breeders  
Phone Red 217—391 Grove St., N. of Grandview

SIERRA MADRE ICE COMPANY  
97 East Montecito Main 50

### Wistaria Theater

Phone Green 36

### PROGRAM

March 28 to Apr. 4

Friday and Saturday, March 27-28

LARRY SEMON, in

"The Wizard of Oz"

Matinee Saturday, 2:30

Sunday and Monday, March 29-30

THOMAS MEIGHAN, in

"Tongues of Flame"

Support—Bessie Love, Eileen Percy

Comedy—"MY FRIEND"

Tuesday and Wednesday, March 31-April 1

GLORIA SWANSON, in

"Wages of Virtue"

Comedy—"RIDE 'EM COWBOY"

Thursday and Friday, April 2-3

NORMA SHEARER, in

"Lady of the Night"

Norma Shearer's latest and greatest production

Comedy—"THERE HE GOES"

Saturday, April 4—One Day Only

ERNEST TORRANCE, in

"The Side Show of Life"

Anna Q. Nilsson supports Mr. Torrance, the story of the Mountebank, by William Locke

Comedy—"OUTBOUND"

H. G. Seifert at the Organ

First show 7 p. m.—second 8:45

Matinee Every Saturday, 2:30

OLSEN'S SHOE STORE  
Good Shoes and Shoe Repairing

34 N. Baldwin Ave. Green 38

SIERRA MADRE HARDWARE CO.

Hardware, Plumbing and Paints

31-35 West Central Main 98

NORM'S GARAGE

22 East Montecito Black 164

Residence Blue 210

Sierra Madre Paint and Paper Store

Glass, Oils, Wallpaper, Picture Frames

41 North Baldwin Blue 75

DRAMAN'S SHOE SHOP

Shoe Repairing and Men's and Children's Shoes

22 North Baldwin

ELKIN FEED AND FUEL

Garden Seed, Fertilizer and Transferring

Phone Black 22 43 North Baldwin

For space in this Business Directory see

Advertising Manager

SIERRA MADRE NEWS

### NEWS WANTADS—

10c per line for one insertion.

Three insertions for the price of two if ordered in advance.

Phone Black 42

Sierra Madre News

S. R. G. TWYCROSS

Taxi Service—Real Estate—Notary—Insurance

Green 85 Black 41

SIERRA MADRE FEED AND FUEL

97 East Montecito Main 50

Transfer, Moving and Storage

Made in U. S. A.

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Friday and Saturday, April 3 and 4—

"THE BATTLING ORIOLES"

A Hal Roach novelty feature comedy. Funniest thing since dad was the sheik of the horsehair sofa—Were champion "pill-pounders" in 1874—They're champion laugh-getters today.

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C. W. JONES,  
Chairman Campaign Committee.

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PAPER STORE,

Albert M. Wheeling,

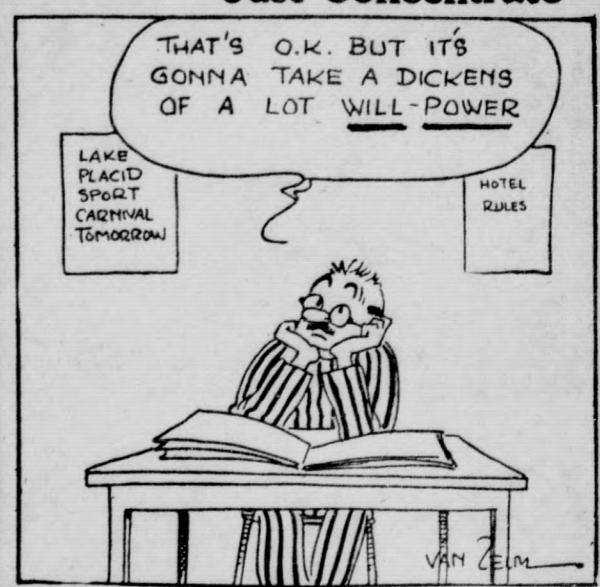
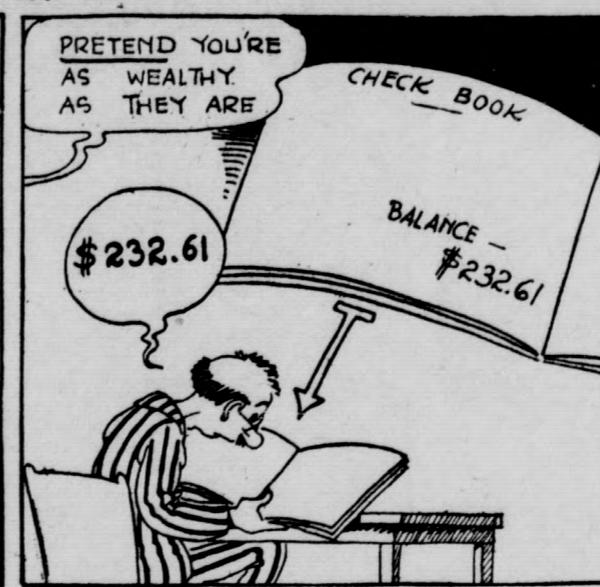
March 23, 1925.

post office this morning, "I greatly fear I shall not be able to recognize a good many of my friends who have borrowed money and household and garden tools of us with the promises to return the next day."—Liberty Press.

### Has Many Meanings

The phrase "In limbo" may be taken to mean an indefinite border region in the intermediate state, nearer hell or heaven according to the class of souls there detained; a place of confinement; a prison; a place, real or imaginary, to which things worthless or foolish may be relegated.

## WHAT'S THE USE



## ALONG LIFE'S TRAIL.

By THOMAS ARKLE CLARK  
Dean of Men, University of Illinois.

## MOONSHINE

"YOU don't need to worry about this," the fellow says who tries to sell you the contraband whisky. "It's absolutely pure." But you realize after you're nearly killed by it that it's all moonshine.

The same thing in substance was what the smooth-tongued solicitor said who tried to sell me stock in a corporation organized for the manufacture of automobile tires. If I had made half as much money from the investment as he said I would, I should have been easily in the class with Croesus and Carnegie and John D. Rockefeller. "You don't need to worry about it at all," he said. "It's perfectly safe." But I knew it was moonshine. The fellows that took up the scheme lost everything they put in.

There is more moonshine in the world than that made in dark cellars and mountain fastnesses. It's made

quite commonly in the open and retailed on the street or at respectable firesides.

I met Ed Collins on the train between Laramie and Cheyenne. He looked prosperous, but tired. When I knew Ed fifteen years ago he was a happy-go-lucky who followed the habit of not doing today what could be put off until tomorrow, with the hope that it might in some way not have to be done at all. He had at his finger ends a long list of notables who through inattention to duty and neglect of work had finally got to the point. "You don't need to worry about anything," he would have said, "it's perfectly safe."

Now, as I said, he had a tired look in his eye.

"What's the matter, Ed?" I asked. "It can't be that anyone so wedded to the theory that only the loafer ever amounts to anything, has been working!"

"Working!" he answered. "I do nothing else but work. I haven't had a vacation in five years. I'm at it early and late. That old theory of mine may be perfectly safe, but it's moonshine."

"How come?" I querted.

"It didn't work," he said. "I soon saw that when I got into real business, if a fellow seems to get anywhere without working, there's a

trick somewhere, like the sleight of hand of the magician who appears to pick money out of the air or to pull live rabbits out of empty plug hats. It can't be done. The fellow who hands you that is selling you moonshine."

When fellows tell you that it is only the trickster that gets ahead, that a clean virtuous life is neither a necessity nor an asset, that pull is the only path to preferment, or that honesty is neither the best policy nor the best principle, give him the laugh. It's all moonshine!

(© 1925, Western Newspaper Union.)

## Didn't Worry Turtle

The lady who was not too heavily endowed with either cerebral matter or speculative fancy was visiting the zoo. The keeper, with considerable awe in his tones, informed her that the turtle there was three hundred and eleven years old. "I suppose that's awfully old," responded the unimaginative one, "but what difference does it make to a turtle?"—Exchange.

## Is Not Knowledge

The dexterous management of terms, and being able to fend with them, passes for a great part of learning, but it is learning distinct from knowledge

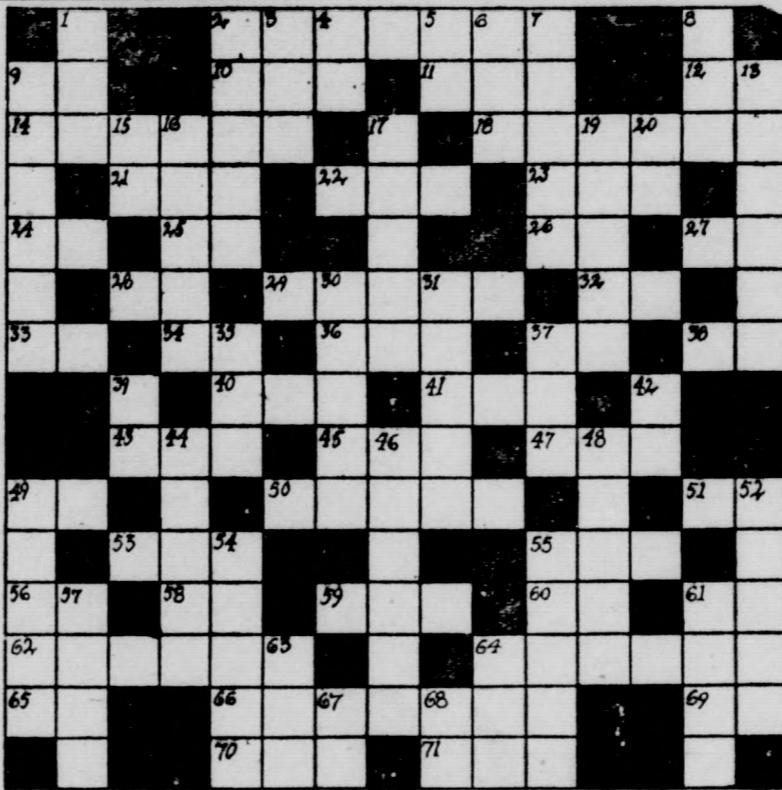
## Felina's Golden Age

Dean Inge tells with gusto of a youngster who was asked to write an essay on cats. He wrote: "A cat has nine lives, but they are seldom required in this country, because of Christianity."—Boston Transcript.

## Great War Feat

In 1716 the Swedish military authorities moved overland, on rollers, two war galleys, five large boats and one sloop from Stockholm to Idertfjord, a distance of 14 miles, in an attack on Frederickshall, Norway.

## NEWS CROSS-WORD PUZZLE NO. 31



(© 1925, Western Newspaper Union.)

## Horizontal.

- 1—One thousand thousand
- 2—Initials of a United States President
- 10—Girl's name
- 11—Period of time
- 12—Preposition
- 13—Every hour
- 14—Real property
- 15—Person
- 16—Fate
- 17—Number under fourteen
- 18—Preposition
- 19—Point of compass
- 20—You (arch.)
- 21—Part of verb "to be"
- 22—Personal pronoun
- 23—Fleshy
- 24—Toward
- 25—See
- 26—Preposition
- 27—Fruit
- 28—Exclamation
- 29—Addition to a letter
- 30—Interrogative pronoun
- 31—A large covered wagon
- 32—Crusted pastry
- 33—Poem
- 34—War medal for great bravery (abbr.)
- 35—Pronoun
- 36—A sign foreboding disaster (pl.)
- 37—Act
- 38—Recline
- 39—Obtain
- 40—Preposition
- 41—Weight of burden
- 42—Still in any branch of learning
- 43—Pronoun
- 44—Fragrances
- 45—Revolve on an axis
- 46—Long Island (abbr.)
- 47—Curds
- 48—Preposition
- 49—Boy's nickname
- 50—Horse's food (sing.)
- 51—Standing room only (abbr.)
- 52—Mixup
- 53—vine
- 54—Note of musical scale
- 55—That is (abbr.)
- 56—Man's hair in native state
- 57—Abhorrent
- 58—Flatten out, as grass
- 59—To excite
- 60—Tantalizes
- 61—Objective of "we"
- 62—Fix again
- 63—Medium of exchange
- 64—Chewers
- 65—Article
- 66—A sweater
- 67—Lucky number for crap shooting, sometimes
- 68—Be indebted to
- 69—Conjunction
- 70—Skyward
- 71—Part of verb "to be"
- 72—Language peculiar to a people or a district
- 73—Judicial edict
- 74—Pleasing to taste
- 75—Customary
- 76—Frequently
- 77—Apparition
- 78—Intolerant person
- 79—Small particle
- 80—Female pronoun
- 81—Girl's name
- 82—Boy's name
- 83—Therefore

Solution will appear in next issue.

## WISTARIA HAS BIG PROGRAMS ALL NEXT WEEK

Thomas Meighan is spoiled for the rest of his life as far as working "on location" is concerned. In "The Alaskan" he journeyed all the way to Banff, Alberta, in the Canadian Rockies for the exterior scenes. In "The Ne'er Do Well" he took his company down to Central America. Other pictures have chased him hither and yon over the face of the Western hemisphere in the interests of authentic atmosphere and background. But in "Tongues of Flame" his newest picture for Paramount, his location journey broke all previous records. The location lot, representing an Indian reservation, was just ten minutes by motor car from Meighan's home on Long Island. It was so much closer, in fact, than the Paramount studio in Astoria that Tom could—and did—sleep three-quarters of an hour longer and still get to work on time. "Tongues of Flame," the screen version of Peter Clark MacFarlane's last novel, comes to the Wistaria next Sunday for a two-days stay. Bessie Love and Eileen Percy play opposite the star.

"The Wages of Virtue" is the finest Swanson picture of all time. Many former members of the Legion under direction of one of its foremost heroes, actually take part in this swift-moving production, which will be the ufeare picture next Tuesday and Wednesday at the Wistaria. Ben Lyon (courtesy of First National Pictures) has the leading man's role opposite the star. Others in the strong supporting cast are Norman Trevor, Ivan Linow and Joe Moore.

Two hundred and fifty veterans of the world war appear in scenes of the Herbert Brenon Paramount production, "The Side Show of Life," featuring Ernest Torrance and Anna Q. Nilsson and coming to the Wistaria theater Saturday. The men, all jobless, were obtained through the Veteran's Bureau in New York City. Having done the same thing a number of times under realistic conditions "over there," the vets had no trouble with rehearsals, and it is said that you can't tell the difference between these scenes of the picture and the real thing. Neil Hamilton, Louise Lagrange, Katherine Lee, Maurice Cannon and many others appear in the strong supporting cast.

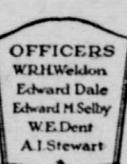
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EDEN	EVEN	
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SPA	MELDS	BET
BIER	EASY	
WANT	COPS	
BASKET	SKULLS	
ODES	ONE	LAOS
MED	POT	YEW

Solution of Puzzle No. 30.

Buy Your FLOWERS, FRUITS and VEGETABLES  
AT—  
Harold F. Roberts'  
**SAFEWAY VEGETABLE MARKET**

Newtown Pippin Apples 4 lbs. for 25c  
New Potatoes 2 pounds for 15c  
Large Barbara Worth Grapefruit 10c

## CALIFORNIA'S LEADING GROCER

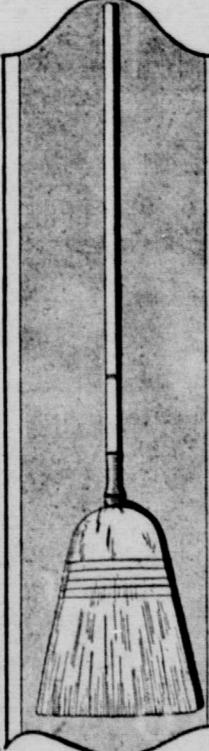
Buy your Groceries from the 270  
**SAFEWAY STORES**  
INCORPORATED  
CALIFORNIA'S LEADING GROCER

formerly SAM SEEING CO.  
For Your Health's Sake  
Libby Sauer Kraut  
2 large cans - - 25c

Read the advertisements of the National Kraut Canners Association in all National Magazines.

PINEAPPLE Maui Beauty Perfect Fruit Perfect Slices 2 small Cans 27c Regular 2 for 35c

OLIVE OIL S.S. Brand Pure Italian 79c Per Quart Regular 85c



When did you buy a large can of Del Monte Fruit for 15c?  
**You Can Now!**

Large Can of Del Monte DeLuxe Plums

15c

PINEAPPLE Hillsdale Broken Slices 2 Medium Cans 35c Regular 2 for 40c

RICE Genuine Blue Rose 3 lbs. 25c Regular 3 lbs. 30c

LIBBY PORK and BEANS 3 Cans 25c 98c Per Dozen

Fancy Black FIGS 2 lbs. 35c Cranberry SAUCE 2 Small Cans 23c Regular 2 for 30c

Evaporated Apricots Extra Choice, 2 lbs. 55c Moor Park, lb. - - 32c Santa Clara Prunes Standard, 3 lbs. - - 28c Choice, 3 lbs. - - 48c

LIBBY Solid Pack Tomatoes 2 Medium Cans 25c Large Cans 15c

PEACHES Oak Glen Large Cans 25c In Heavy Syrup

Nucoa lb. 30c | Wilso lb. 29c  
**SAFEWAY STORES**  
INCORPORATED  
CALIFORNIA'S LEADING GROCER

7-oz. Tumbler Pure Jelly 15c

## MEATS

Fresh Hamburg	15c
Pork Sausage	25c
Rib Boil	10c-12½c
Lean boiling Beef	12½c
Pot Roast	15c-17½c
Rump Roast	20c-25c
Rolled Rib Roast	25c
Lamb Stew	12½c
Shoulder Lamb	25c
Smoked Shoulder	23c
Pure Lard	2 lbs. 45c
Bacon in piece	25c

## Vegetables

SPECIALS
Head Lettuce 5c
Green Peas 2 lb. 15c
New Spuds 3 lb. 25c
Green Asparagus 2 lbs. 25c

Maple Flakes, Package ..... 12½c

Gold Dust, large Package ..... 28c

**Palmolive Soap—4 bars 27c**

THE SOAP FROM TREES

SILVER PRIDE SHOE PEG CORN 17½c  
No. 2 Can

PRATLOW GREEN ASPARAGUS TIPS 29c  
Per Can

**Dining Car Coffee—1-lb. 45c**

SPECIAL SATURDAY, MARCH 28

**Jumbo Chocolate Creams**

Delicious Home Made Creams

1 lb. 29c—5-lb. box \$1.35

SODUS SOUR PITTED CHERRIES 25c  
Regularly 30c



BARNES TOASTED WHEAT 23c  
Package

# SUNDAY DINNER

Turkey or  
Chicken

FULL COURSE DINNER ONLY 85c

## Merchants Lunch Daily

45c—11 to 2 o'clock

**SEA FOODS A SPECIALTY**  
 Fresh Fish Daily—Lobsters—Crabs—  
 Shrimps—Oysters—  
 cooked to perfection

## SIERRA MADRE CAFE

Central Avenue at Baldwin

### TO ANNOUNCE PROGRESS ON CHURCH PLANS

Keen anticipation has been aroused over plans for an "Announcement Party" to be held in the Congregational church next Friday night under the auspices of the Building Campaign Committee. It is expected Dr. Fred Staff will be on hand to make an address, which is always a strong attraction in itself. There will be songs by the male quartet from one of the colored churches of Los Angeles, which will provide a delightful novelty.

No subscriptions for the building fund will be solicited at this meeting. It is the purpose of the committee to celebrate the progress already made and to announce plans for the further campaign. The original plan called for subscriptions of at least \$20,000 from members of the church before anything would be sought among non-members. It is confidently expected this goal will have been reached by that time.

A cordial welcome awaits all the friends of the church, with refreshments and an evening of good cheer and fellowship.

### NEWS OFFICE WILL RECEIVE RELIEF GIFTS

Wm. C. Hunt, assistant vice chairman of the American National Red Cross, in charge of the branch office in San Francisco, has advised the local Red Cross chapter that no general appeal is being made by the Red Cross for funds for relief in the cyclone disaster area in the Central and Southern States.

The Sierra Madre News will receive any voluntary contributions and forward such funds through the local Red Cross to the branch office in San Francisco, where they will immediately be incorporated in the Special disaster relief fund being administered by the American National Red Cross for the relief of the cyclone sufferers.

James L. Fieser, vice chairman of the American National Red Cross, Washington, D. C., is directing operations from the St. Louis branch office, covering in one area the districts affected in Missouri, Illinois and Indiana. Henry M. Baker, Red Cross National Director of disaster relief, and Frank E. Burleson, assistant national director in the St. Louis branch office, are on the ground.

Points in Kentucky, Tennessee and Alabama are covered separately from national headquarters, Washington, District of Columbia.

### NEW HARDWARE STORE WILL BE STARTED HERE

Albert Wheeling and Victor Hill have made arrangements to open a hardware store at 41 North Baldwin, where the Sierra Madre Paint and Paper store is now located. The new store will be ready for business about April 10. The firm will be known as Wheeling and Hill and will carry a complete line of shelf and builders hardware in addition to the already large stock of paint, wall paper, and glass now carried by Mr. Wheeling. They will also continue the stock of pictures and will do picture framing.

Both Mr. Wheeling and Mr. Hill are well known here and have a large number of friends who will wish them success in their new undertaking. Mr. Wheeling has operated the Sierra Madre Paint and Paper store for about three years and has conducted a painting contracting business which he will continue for the present at least. Mr. Hill has been foreman of the composing room at the News office for the last four years and previous to that time was a student in the Sierra Madre school and the Pasadena high school, after which he served in the world war as army store keeper.

NEWS WANTADS PAY

### TWO JUDGES WILL SPEAK FOR MASON

Dinner at the Wistaria Tea room and two judges of the superior court as speakers are the attractions offered for members of the Masonic fraternity next Tuesday night, according to announcement of D. C. Ashmore, master of Sierra Madre lodge. The occasion is the monthly social night of the lodge.

Judge Walter Guerin and Ira F. Thompson will be the speakers. Both are very popular speakers among the lodges of Los Angeles and will doubtless be accorded a hearty welcome.

On account of the dining room and kitchen equipment of the club house being in use for the Wistaria Fete, it was found necessary to hold dinner elsewhere. Arrangements were made for Messrs. Muskrath and Hollibaugh to serve one of their fine dinners at 6:30. The cost to those attending will be the usual charge of 50 cents, which prevails at these

is extended to visiting members of the order to attend and get acquainted.

Last Friday night the officers of Sierra Madre lodge were hosts to the Masonic Officers' association of the San Gabriel valley. Dinner at the Wistaria Tea room was enjoyed by about 50 men, who later went to the lodge hall, where they were entertained by Nick Harris, the famous detective. He related many interesting experiences in the ferreting out of crime mysteries, and displayed some of the apparatus used by criminals. All of which pointed very strongly to the moral that crime does not pay.

#### Famous London Spot

Cripplegate, London, England, was so called from the lame beggars who sat there as early as the year 1010. The gate was rebuilt by the brewers of London in 1244; and was pulled down and the material sold for £91 in July, 1760. On November 12, 1674, the poet John Milton was buried in the church then standing near Cripplegate.



### WORK WANTED

SEWING—Remodeling and lining; children's clothes, and men's shirts; neat work; Mrs. Vedder, 39 Windsor Lane. 25:27a

RELIABLE, practical nurse wants care of invalid, or position as housekeeper; speaks German; phone Blue 13. \*25a

WANTED—Team work, rock work, carpenter work; Chantry Bros., 192 Merrill Ave., Blue 202. 20ctf

PRACTICAL NURSE—at 73 Laurel Ave., can give bed baths and cook for patient. 25\*a

WANTED: By an expert gardener, lawn and garden work part time. Frank Lockyear, 39 Windsor Lane, Black 22. 12ctf

CARPENTER and Cabinet work, jobbing of all kinds. J. A. McCloskey, 148 N. Mt. Trail. Red 49. 46ctf

HEMSTITCHING—8¢ and 10¢ a yd. Sadler's or 674 Woodland Drive, at pool; Blue 127; Mrs. House. 22:tfa

SAXAPHONE FOR SALE—Conn alto in good condition; bargain; inquire News office. 26:28

FOR SALE—Four burner Acorn range, oven and broiler; 224 Santa Anita; Green 155. \*25e

FOR SALE—Electric plate 1000 watt, cost \$16.50, is in good condition, \$8.25; wash wringer, ball bearing, cost \$7.00, is in good condition, \$3.50; solid dark oak combination reading table with desk, drawer and two hidden leaves, modern, like new, \$15.00; 159 E. Laurel Ave. \*25e

FOR SALE—Bed springs, hair mattress, dresser, gas cook stove; 73 E. Central; Tel. Bik 167. 26:e

FOR SALE—Columbia talking machine, black walnut, like new, with records; cost \$125, will sell for \$45; Tel. Blue 44; 240 E. Central. 26:e

FOR SALE—Dahlias and morning glory plants; 233 Santa Anita Court; Tel. Blue 49. 26:e

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